

94 NAME GENERATION BY EVENT CATEGORY

	Event Attendance	% of Total Event Attendance	Total Name Generation	% of Total Name Generation	% of Total Event Attendance to Total Name Generation
<b>Festivals:</b>	1,402,000	15.4%	18,218	10.1%	1.3%
<b>Hispanic Festivals:</b>	1,780,000	20.0%	23,031	12.8%	1.3%
<b>State Fairs:</b>	1,950,000	21.5%	23,029	12.8%	1.2%
<b>State Fair Concerts:</b>	3,537,480	39.0%	77,800	43.4%	2.2%
<b>Hispanic Concerts:</b>	80,000	.8%	10,460	5.8%	13.1%
<b>Military Concerts:</b>	115,000	1.2%	16,975	9.5%	14.8%
<b>Dance:</b>	<u>194,750</u>	<u>2.1%</u>	<u>10,040</u>	<u>5.6%</u>	<u>5.1%</u>
<b>Totals:</b>	<b>9,059,230</b>	<b>100%</b>	<b>179,553</b>	<b>100%</b>	<b>2.0%</b>